



State of Wisconsin
Department of Public Instruction
Elizabeth Burmaster, State Superintendent

*****NEWS RELEASE*****

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Burmaster names task force on personal finance standards

Task force to begin work during April Savings and Investment Awareness Month

MADISON—State Superintendent Elizabeth Burmaster announced members of the State Superintendent's Task Force on Wisconsin Model Academic Standards for Personal Finance as she joined Gov. Jim Doyle and Secretary Lorrie Keating Heinemann, Department of Financial Institutions, in recognizing April as Savings and Investment Awareness Month at a ceremony Wednesday at the Capitol in Madison.

"Students today face an increasingly complex world where financial products such as credit cards and loans are available to nearly anyone for the asking," Burmaster said. "Our students must be financially literate. They must be knowledgeable about and have the skills to manage their personal finances, and our schools have a role in preparing young people to understand and actively participate in their financial well-being."

Formed by the Department of Public Instruction with support from the Department of Financial Institutions, the personal finance standards task force will be co-chaired by James R. Morgan, vice president of education and programs, Wisconsin Manufacturers and Commerce in Madison, and Annette O'Hern, business education teacher, La Crosse School District. The task force will develop academic standards for personal financial literacy that will help students learn to make wise decisions about their financial future. The task force will review existing state and national standards and form a consensus on what our students should know and be able to do in the area of personal finance. The personal finance standards will include content and performance standards benchmarked to the end of fourth, eighth, and 12th grades.

Burmaster noted that Wisconsin is a leader in developing model academic standards that provide a foundation for classroom teaching and learning. "I have charged the task force with developing model

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academic standards for personal financial literacy and to have those standards in place to serve our students beginning with the 2005-06 school year. The work of this task force will contribute to our efforts to keep improving PK-12 education in Wisconsin, which is vital to our students and the growth of our state's economy," Burmaster said.

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ATTACHMENT: A list of members of the State Superintendent's Task Force on Wisconsin Model Academic Standards for Personal Finance to date follows.

State Superintendent's Task Force on Wisconsin Model Academic Standards for Personal Finance

Co-Chairs

Jim Morgan, Vice President, Education and Programs
Wisconsin Chamber of Commerce Foundation, Inc.
Wisconsin Manufacturers and Commerce

Annette O'Hern, Business Education Teacher
Central High School, La Crosse

Task Force Members

Rachelle Ashley, Tribal Affairs Coordinator
Department of Workforce Development

Jon Bales, District Administrator
De Forest Area School District

Linda Bergren, Financial Advisor and Broker
Morgan Stanley/Dean Witter, Madison

Jan Chapman, Director of Special Services
Cedarburg School District

Anthony Cherney, School Board Member
Menomonee Falls School District

Patricia Eckert, Branch Manager and
Vice President of Investments
Piper Jaffrey and Company, Eau Claire

Rep. Jason Fields
11th Assembly District, Milwaukee

Jim Flora, Teacher
New Holstein High School

Mary Ann Jackson, Consultant
Adult and Family Literacy
Wisconsin Technical College System

Mary Fran Lepeska, County Family Living Agent
University of Wisconsin-Extension, Port Washington

Pat Mapp, Center for Consumer Affairs Outreach
Specialist, School of Continuing Education
University of Wisconsin-Milwaukee

Patrick McGrath, Math Teacher
John Edwards High School, Port Edwards

Mike Dietz, Principal
Lakeshore Middle School, Mequon

Rita O'Brien, Family and Consumer Education Teacher
North High School, Appleton

Sen. Luther Olsen
14th Senate District, Ripon

Mary Pelton of Oneida, Parent and PTA Member
Pulaski School District

Jim Rabbitt, Director
Department of Agriculture, Trade, and
Consumer Protection

ReDonna Rodgers, President and Chief Executive Officer
Center for Teaching Entrepreneurship, Milwaukee

Ken Sajdak, Social Studies and Economics Teacher
South High School, Waukesha

Fred Schlichting, Administrator
Cooperative Educational Service Agency 12, Ashland

Kim Schroeder, Teacher
Sherman Elementary School, Milwaukee

Machell Schwarz, Principal
Baraboo High School

Pat Thorsbakken, Teacher
Memorial High School, Whitehall

Nehomah Thundercloud
Hospitality and Tourism Educator
University of Wisconsin-Stout, Menomonie

Cathie Tierney, President and Chief Executive Officer
Community First Credit Union, Appleton

Wendy Way, Professor
Education, Curriculum, and Instruction
University of Wisconsin-Madison

John Whitcomb, M.D., Elm Grove
Author and Presenter, CAPITATE Your Kids

Collaborating Partners

Secretary Lorrie Keating Heinemann
Department of Financial Institutions

William E. Wilcox, MCE
President, CBM Credit Education Foundation, Inc.